



You're invited to become a Downtown Canton First Friday Champion!

In 2022 Canton welcomed an estimated 286,290 visitors at our Downtown events. That's 286,290 people walking our Downtown sidewalks, supporting local businesses, and breathing new life into the heart of our city.

There's never been a better time to join the Downtown movement. Downtown Canton has several historic buildings under renovation and a new parking deck. These projects, and the banner events we host each year, create energy for our entire community and are championed by people and businesses like you.

What's ahead for 2023?

We're on a mission to continue this movement, creating memorable events filled with good food, captivating live music, and unique experiences. When a community has a lively and vibrant Downtown, everything around it prospers. Your business can be a part of this incredible movement!

Enclosed you will find our 2023 First Friday Sponsorship Packages. Explore how your business will benefit from the partnership. Our staff and volunteers look forward to working with you to position your business in front of thousands of Downtown Canton visitors.

To learn about other sponsorship packages or plans for the future of Downtown Canton, feel free to give us a call or stop by City Hall anytime. We love sharing our story and finding ways to get you involved.

We look forward to working with you!

Brandy Rousselle,
Main Street Board Chairperson
brandy@capitalrecovery.net
404.216.8119

Velinda Hardy,
Downtown Development Manager
velinda.hardy@cantonga.gov
770.704.1548



Downtown Canton is social.

Downtown Canton is alive.

Downtown Canton is real.

Downtown Canton has a captive audience.



Get front and center!

Downtown Canton promotes each event through print, digital, and social media outlets. As a sponsor, you can let our marketing campaigns work for you. IT WORKS! More than 286,000 people participated in our 2022 events - let's watch that number grow 2023. Be a part of something unique!



Reach the masses!

We've created a brand that people love and anticipate. We reach an average of 37,000 people monthly through social campaigns and advertisements. Your business name can be right there with us.



Do Downtown with us!

Sponsor the events that draw people to your door!

DOWNTOWN CANTON FIRST FRIDAY 2023

DOWNTOWN
CANTON

MAY 5



JUNE 2



JULY 7



AUG 4



SEPT 1



OCT 6



First Friday May - October

Good music, festive food, and family fun take center stage at Downtown Canton First Fridays. You'll also enjoy late night shopping, restaurants ready to welcome you, food and beverage vendors along Main Street and a Kids Zone.



2023 FIRST FRIDAY SPONSORSHIP PACKAGES

Stage Sponsor — \$10,000 ONE (1) SPONSORSHIP AVAILABLE

1. Prime parking spot for wrapped vehicle for maximum exposure by event guests
2. A Stage Sponsor representative invited to welcome their guests from the stage (each event)
3. Your company mentioned from the stage as "Stage Sponsor"
4. \$100 in First Friday tokens to be used with onsite food and beverage vendors (each event)
5. The event banner with your company logo will be placed in Downtown Canton from Thursday – Sunday (event weeks)
6. Large logo placement on all First Friday print, digital, and social media advertising
7. Large logo placement on all First Friday t-shirts
8. Ten (10) First Friday t-shirts

Presenting Sponsor — \$5,000 **SECURED** ~~ONE (1) SPONSORSHIP AVAILABLE~~

1. The Cannon Park Gazebo reserved for you and your guests. **Includes:** One (1) 8' table and six (6) folding chairs
2. A Presenting Sponsor representative invited to welcome their guests from the stage (each event)
3. Your company mentioned from the stage as "Presenting Sponsor"
4. \$75 in First Friday tokens to be used with onsite food and beverage vendors (each event)
5. The event banner with your company logo will be placed in Downtown Canton from Thursday – Sunday (event weeks)
6. Two (2) premium parking spaces reserved at Cannon Park (each event)
7. One (1) promotional booth (10'x10').
8. Large logo placement on all First Friday print, digital, and social media advertising
9. Large logo placement on all First Friday t-shirts
10. Six (6) First Friday t-shirts

Platinum Sponsor — \$2,500 SIX (6) SPONSORSHIPS AVAILABLE

1. Your company mentioned from the stage as "Platinum Sponsor"
2. \$75 in First Friday tokens to be used with onsite food and beverage vendors (each event)
3. The event banner with your company logo will be placed in Downtown Canton from Thursday – Sunday (event weeks)
4. One (1) premium parking space reserved at Cannon Park (each event)
5. Medium logo placement on all First Friday print, digital, and social media advertising
6. Medium logo placement on all First Friday t-shirts
7. Three (3) First Friday t-shirts

Kid Zone Sponsor — \$1,500 **SECURED** ~~THREE (3) SPONSORSHIPS AVAILABLE~~

1. Your company mentioned from the stage as "Kid Zone Sponsor"
2. \$25 in First Friday tokens to be used with onsite food and beverage vendors (each event)
3. The event banner with your company logo will be placed in Downtown Canton from Thursday – Sunday (event weeks)
4. One (1) promotional booth space (10'x10')
5. Medium logo placement on all First Friday print, digital, and social media advertising
6. Medium logo placement on all First Friday t-shirts
7. Three (3) First Friday t-shirts

Gold Sponsor — \$1,000 UNLIMITED SPONSORSHIPS AVAILABLE

1. Your company mentioned from the stage as "Platinum Sponsor"
2. The event banner with your company logo will be placed in Downtown Canton from Thursday – Sunday (event weeks)
3. Small logo placement on all First Friday digital and social media advertising
4. Small logo placement on all First Friday t-shirts
5. Two (2) First Friday t-shirts

Silver Sponsor — \$500 UNLIMITED SPONSORSHIPS AVAILABLE

1. Your company mentioned from the stage as "Silver Sponsor"
2. A Yard Sign with your company logo will be placed in Downtown Canton during First Friday events
3. One (1) First Friday t-shirt

2023 FIRST FRIDAY SPONSOR COMMITMENT FORM

First Friday Concert Series

- _____ Stage Sponsor ~ \$10,000
- _____ Presenting Sponsor ~ \$5,000
- _____ Platinum Sponsor ~ \$2,500
- _____ Gold Sponsor ~ \$1,000
- _____ Kids Zone ~ \$1,500

Deadline: Sponsorship confirmation, logo and payment must be received by March 23. Please mail to: Velinda Hardy, 110 Academy Street, Canton GA 30114

Agreed to and accepted by:

Business Name

Contact Name

Email

Address

City

State

Zip

Phone

Signature

THANK YOU FOR SUPPORTING DOWNTOWN CANTON.

Please make checks payable to CANTON MAIN STREET and mail to:

Canton Main Street 110 Academy Street, Canton GA 30114